

Message Text

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ACTION EUR-06

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FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 8668

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UNCLAS BELGRADE 1064

PARIS FOR COMPOSANT MARKETING DIRECTOR CULVER

E.O. 11652: N/A

TAGS: BEXP, PFOR, YO

SUBJECT: NOVI SAD FAIR

REF: A. BELGRADE 0754 B. STATE 33359 C. USDOC 2756

SUMMARY: MISSION-WIDE EFFORT TO FINALIZE ARRANGEMENTS FOR US EXHIBIT AT NOVI SAD FAIR PROGRESSING SATISFACTORILY. VISIT OF USDOC FAIR SPECIALIST CULVER WAS MOST HELPFUL. UPON RECEIPT OF REMITTANCE DUE FROM ONE EXHIBITOR, WE SHALL COMPLETE SIGNING OF CONTRACTS FOR EXHIBIT SPACE, JOINT BUSINESS OFFICE AND LOUNGE, AND ATTRACTIVE INTEGRATED GRAPHICS PRESENTATION. SINCE NUMBER OF EXHIBITORS RELATIVELY SMALL, BUDGET IS SEVERELY LIMITED. NEVERTHELESS, MAXIMUM UTILIZATION OF AVAILABLE RESOURCES, INCLUDING CREATIVE DESIGN, WILL RESULT IN ATTRACTIVE AND IMPRESSIVE, ALBEIT MODEST, US EXHIBIT. END SUMMARY.

1. EMBASSY HAS CONCLUDED RECRUITMENT DRIVE. BARRING ANY LAST MINUTE COMERS (REFTEL C), FINAL LIST OF PARTICIPANTS IS HESSTON, INTERNATIONAL HARVESTER, JOHN DEERE, AND PIPER. EXHIBITORS IN FAS SPACE ARE CARNATION, NATIONAL ASSOCIATION OF ARTIFICIAL BREEDERS, AMERICAN SOYBEAN ASSOCIATION, HOLSTEIN-FRIESIAN ASSOCIATION, NATIONAL RENDERERS ASSOCIATION AND U.S. FEED GRAINS COUNCIL.

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2. PHYSICAL PLANS FOR EXHIBIT CONTRACT FOR 340 SQUARE METERS

INSIDE LIVESTOCK BARNs WILL BE SIGNED MARCH 8. THIS SPACE TO BE UTILIZED FOR LIVESTOCK AND EXHIBITS OF USDA COOPERATORS. UPON RECEIPT OF LAST REMITTANCE DUE (FROM HESSTON), CONTRACTS WILL ALSO BE SIGNED FOR 860 SQUARE METERS OUTDOOR SPACE ADJACENT TO LIVESTOCK BARNs. OUTSIDE, FOUR AGRICULTURAL EQUIPMENT EXHIBITORS HAVE CONTRACTED FOR 750 SQUARE METERS FOR INDIVIDUAL EXHIBITS. REMAINING OUTSIDE SPACE IS FOR JOINT BUSINESS LOUNGE AND GRAPHICS DISPLAY.

4. JOINT BUSINESS LOUNGE. THIS BUILDING IS DESIGNED SO AS TO BE VISUAL CENTERPIECE OF U.S. EXHIBIT. IT WILL BE LOCATED ON 100 SQUARE METERS SPACE AT ENTRANCE TO U.S. EXHIBIT AND CONTAIN 70 SQUARE METERS INTERIOR SPACE FOR LOUNGE AND COFFEE BAR, INFORMATION COUNTER, AND PRIVATE BUSINESS OFFICES. PRICE QUOTATIONS FOR DESIGN AND CONSTRUCTION FROM FAIR AUTHORITIES WERE UNACCEPTABLE. WE TURNED TO RELIABLE PRIVATE ARCHITECT FROM NOVI SAD WHO, WORKING WITH USIS EXHIBITS SECTION, WILL DESIGN AND CONSTRUCT VERY ATTRACTIVE BUILDING AND GRAPHICS DISPLAY. LATTER INCLUDES SIX METER TALL USA SIGN, VARIOUS GRAPHIC PANELS TO SHOW OFF INTEGRATED US AGRICULTURAL EXHIBIT, AND LARGE SIGNS ON MAIN ELEMENTS OF US EXHIBIT. EMBASSY FEELS STRONGLY THAT OUTSIDE BUILDING AND GRAPHICS DISPLAY ARE ESSENTIAL TO EFFECTIVE NATIONAL EXHIBIT. PRICE FOR BUILDING AND GRAPHICS DISPLAY \$5,500.

4. SUCCESS OF PROGRAM WILL BE BASED ON SUPPORT FROM VARIOUS SOURCES:

AM CONTINUED ALL-OUT EFFORTS OF EMBASSY'S ECONOMIC-COMMERCIAL AND AGRICULTURAL ATTACHE SECTIONS;

B. CONTINUATION OF CURRENT INVALUABLE USIS HELP WITH DESIGN AND MATERIALS FOR BUSINESS LOUNGE AND GRAPHICS, AS WELL AS USIS PRINTING SERVICES;

C. ASSIGNMENT OF COMMERCE EXHIBIT SPECIALIST BEGINNING APRIL 8, AS STATED IN SECRETARY OF COMMERCE DENT LETTER TO AMBASSADOR TOON DATED AUGUST 16, 1973. (WE WOULD WELCOME ASSIGNMENT OF ROBERT CULVER, FOR WHOSE EXCELLENT GUIDANCE AND IDEAL LAST WEEK WE ARE VERY GRATEFUL.);

D. ASSIGNMENT OF FAS EXHIBITS MANAGER TO ARRIVE O/A APRIL 17; AND

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E. AGRICULTURE FUNDING OF UP TO MAXIMUM \$2800 SHARE OF JOINT BUSINESS LOUNGE AND GRAPHICS DISPLAY COSTS (AS AUTHORIZED IN FAS CABLE OF MARCH 7).

5. OVERALL BUDGET RECEIPTS ABOUT \$29,300. USDA IS CONTRIBUTING APPROXIMATELY \$19,000. FOUR INDUSTRIAL FIRMS ARE CONTRIBUTING \$4500 FOR RENTAL OF OUTSIDE EXHIBIT SPACE AND \$5800 AS PRO RATA SHARE OF EXHIBIT EXPENSES.

6. BUDGET DISBURSEMENTS. AGRICULTURAL ATTACHE EXPECTS TO SPEND APPROXIMATELY \$5200 FOR RENTAL OF INDOOR EXHIBIT SPACE AND APPROXIMATELY \$1500 FOR CONSTRUCTION OF INDOOR EXHIBITS BOOTHS. WE PROJECT EXPENDITURES OF \$45000 FOR OUTSIDE EXHIBIT SPACE RENTAL AND \$5500 FOR JOINT BUSINESS LOUNGE AND GRAPHICS. REMAINING \$12,600 ARE BUDGETED FOR PRINTING, PERSONNEL (OTHER THAN EMBASSY-SUPPLIED), AMERICA DAY RECEPTION, AND MISCELLANEOUS.

7. WE ARE CONFIDENT THAT AMERICAN PAVILION -THOUGH MODEST-SIZED- WILL BE ATTRACTIVE, REPRESENTATIVE AND EFFECTIVE IN STIMULATING SIGNIFICANT SALES OF US AGRICULTURAL EQUIPMENT, COMMODITIES, AND LIVESTOCK IN AREA OF EUROPE WHERE AGRICULTURAL INVESTMENT WILL HAVE HIGHEST PRIORITY OVER NEXT SEVERAL YEARS.
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